

Advanced Master's Degree

Global MBA in Pharmacy Office Management and Administration

A M D G M B A P O M A





Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-global-mba-pharmacy-office-management-administration

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01 Welcome

Pharmaceutical care is a fundamental pillar in today's society, where there is an increasing concern for health. Today's professionals in this sector must not only have extensive knowledge of pharmaceuticals and patient care, but must also have a broad specialization in business management to ensure that their business achieves its objectives. For this reason, TECH has designed this complete program with two very well differentiated branches of study. On the one hand, the best MBA program of the moment and, on the other hand, the most up-to-date and relevant information on pharmacy management. A unique educational program that will allow students to achieve the highest quality standards in their profession.



Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration.
TECH Technological University



“

This TECH specialization will give you an in-depth understanding of the most appropriate way to successfully manage pharmacy offices”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

executives trained each year

200+

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level”

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, the student will be able to make global decisions with an innovative perspective and an international vision.



“

*Our program will help you achieve
your academic and career goals
in a short period of time”*

Your goals are our goals.

TECH works together with the student to help them achieve their goals.

The Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration will qualify you to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

02

Develop the key leadership skills that should define working professionals

03

Follow the sustainability criteria set by international standards when developing a business plan

04

Develop strategies to carry out decision-making in a complex and unstable environment

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives



06

Develop the skills required to manage business activities strategically

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits



09

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

11

Be able to manage the company's economic and financial plan

14

Carry out the marketing strategy that will allow us to make the product known to our potential customers and generate an adequate image of the company

12

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately



13

Be able to apply information and communication technologies to the different areas within a company

15

Be able to develop all the phases of a business idea: design, feasibility plan, execution, follow-up, etc.

16

Address potential business risks that may occur

18

Learn about responsible management



19

Learn how to manage the financial area of the Pharmacy

17

Acquire the knowledge and techniques that are essential to take on and organize the organizational responsibilities of a Pharmacy Office

20

Know how to manage all aspects of human resources

21

Learning about the client/patient in all its aspects

22

Analyze the purchasing processes and the most efficient ways of conducting logistics

23

Learn about service management in the Pharmacy Office

24

Know everything you need to know about quality control, standards and certifications

25

Learn about the role of Community Pharmacy



26

Analyze corporate social liability applied to Pharmacy Offices

28

Analyze the fundamentals of pharmacy management



29

Learn about logistics operators and their supply models

27

Learn how to organize a Pharmacy Office

30

Learn how to carry out customer loyalty programs

31

Study the fundamentals of pharmaceutical and relationship marketing

32

Learn about market research in the Pharmacy Office

33

Study Pharmaceutical *Merchandising*, advertising and promotion





34

Learning about internal communication and conflict management

35

Learn the importance of the image of the Pharmacy Office

36

Know the quality certifications of the pharmacy office

05 Skills

After passing the evaluations of the Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration, the professional will have acquired the necessary skills for a quality and up to date practice based on the most innovative teaching methodology.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has three bars of increasing height. The text 'Profit Trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

Develop the necessary skills to successfully manage a pharmacy office thanks to the specialization offered by this Advanced Master's Degree”

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Exercise economic and financial control of a company



06

Control the company's logistics processes, as well as purchasing and procurement

08

Apply the most appropriate strategies to support e-commerce of the company's products



09

Develop and lead marketing plans

07

Delve into the new business models associated with information systems

10

Focus on innovation in all processes and areas of the company

11

Lead the different projects in a company

12

Commit to sustainably developing the company, avoiding environmental impacts

13

Lead and direct projects of lesser or greater intensity and complexity in the field of the Pharmacy Office

14

Seamlessly manage all aspects involved in a Pharmacy Office



15

Successfully manage all aspects in which this action is carried out

16

Act with the ability to analyze and diagnose problems

18

Provide a global and strategic vision of all operational departments of the company



19

Correctly manage the human resources of the pharmacy office

17

Master advanced business management tools

20

Proper management of the relationship with the patient/client

21

Establish internal and external communication strategies

22

Design and implement services to be offered from the Pharmacy Office





23

Implement a quality management system in the pharmacy office

24

Assume responsibilities and think in a transversal and integrative way to analyze and solve situations in uncertain environments

06

Structure and Content

The Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration is a tailor-made program that is delivered in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur in the pharmaceutical field.



“

Through this complete syllabus, our students will be able to acquire a deep knowledge in this subject”

Syllabus

The Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration at TECH

Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, a multitude of practical cases will be analyzed through individual work, which will allow the student to acquire the necessary learning to be more effective and competitive in their daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration deals in depth with the main areas of the company, and is designed for managers to understand pharmaceutical management from a strategic, international and innovative perspective.

A plan focused on professional improvement and that prepares you to achieve excellence in the field of leadership and business management at the pharmaceutical level. A program that understands both its students' and their companies', needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

Module 1	Leadership, Ethics, and CSR.
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communications
Module 8	Innovation and Project Management
Module 9	The Responsible Management of the Pharmacy Office
Module 10	Economic-Financial Management of the Pharmacy Office
Module 11	Management and Administration of Human Resources in the Pharmacy Office
Module 12	Optimization of Purchasing and Logistics Processes at the Pharmacy Office
Module 13	Client/Patient Management
Module 14	Pharmaceutical Marketing
Module 15	Sales in the Pharmacy Office
Module 16	Communication in the Pharmacy Office
Module 17	Management of the Professional Services of the Pharmacy Office
Module 18	Quality Management in the Pharmacy Office



Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 24 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR.

1.1. Globalization and Governance

- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability.

1.2. Leadership.

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.2. Management Roles and Responsibilities

1.3. Business ethics

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs.

1.5. Corporate Social Responsibility

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies.
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodologies
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/ Problems

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management
3.1. Organizational Behavior

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

3.3. Management and Leadership Development

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

3.4. Change Management

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Executive Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management
4.1. Economic Environment

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making.

4.3. Budget and Management Control

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case-Country Approach

4.5. Corporate Control Systems

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

4.6. Financial Management

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

4.10. Strategic Financing

- 4.10.1. The Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/Problems

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management

- 5.2.1. Stock Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (II) Implementation

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service.

5.6. Logistics and Customers

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business IntelligenceProject Management
- 6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

6.6. e-Commerce

- 6.6.1. e-Commerce Strategic Plan.
- 6.6.2. Logistics Management and Customer Service in E-Commerce.
- 6.6.3. e-Commerce as an Opportunity for Internationalization

6.7. e-Business Strategies.

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

6.8. Digital Business.

- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. e-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communications
7.1. Commercial Management

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

7.2. Marketing

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

7.3. Strategic Marketing Management

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

7.6. Corporate Communication

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management
8.1. Innovation

- 8.1.1. Conceptual Framework for Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

- 8.3.1. The Methodology Lean Startup
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

Module 9. The Responsible Management of the Pharmacy Office

9.1. The Role of Community Pharmacy. Scope of Action of the Community Pharmacist. Mission of the Organization	9.2. Analysis of the Community Pharmacy Environment	9.3. Promoting Health From the Community Pharmacy	9.4. Implementation of Good Practices in the Community Pharmacy
9.5. Rational Use of Medicines in Pharmacy Offices	9.6. Training and Information for the Proper Use of Medicines and Medical Devices	9.7. Professional Discretion. Moral Basis for Secrecy. Pharmacist and Professional Secrecy	9.8. Concept and Functions of Codes of Ethics. Responsibly Performing Professional Skills. Unfair Competition
9.9. Corporate Social Liability Applied to the Pharmacy Office. Respect for the Environment and Waste Management	9.10. Organization of a Pharmacy Office		

Module 10. Economic-Financial Management of the Pharmacy Office

10.1. Fundamentals of Pharmacy Management	10.2. Management Processes in Pharmacy	10.3. Analysis of Financial and Economic Ratios in Pharmacy	10.4. Inventory Management
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Module 11. Management and Administration of Human Resources in the Pharmacy Office

11.1. Organisational Models. Structure and Organization Charts	11.2. The Team as a Motor. Profile of the Owner and Collaborators	11.3. Personnel Selection and Interview	11.4. Relatives in Pharmacy
11.5. Definition of the Mission. Stakeholders	11.6. Interdependencies and Leadership	11.7. Management and Development of People in Connection with the Mission	11.8. Motivation: Training and Professional Development, Remuneration, etc.
11.9. Occupational Hazard Prevention	11.10. Organization and Internal Communication		

Module 12. Optimization of Purchasing and Logistics Processes at the Pharmacy Office

12.1. Logistics Operators and Their Supply Models	12.2. The Purchase	12.3. Managing and Negotiating with Suppliers	12.4. The Distribution Chain
12.5. Product Assortment	12.6. Product Management	12.7. Purchase Management	12.8. Stock Management
12.9. The Products	12.10. The Promotion and Launching of New Products		

Module 13. Client/Patient Management

13.1. Pharmacy as a Space for Health Management	13.2. Communication to Approach the Client/ Patient Pairing	13.3. Client Segmentation	13.4. Consumer Psychology and Behavior
13.5. Professional Liability, Management Motor	13.6. Regular and New Clients	13.7. Customer Loyalty Programs	13.8. Customer Service

Module 14. Pharmaceutical Marketing

14.1. Fundamentals of Marketing	14.2. Pharmaceutical and Relationship Marketing	14.3. Markets. Positioning.	14.4. Market Research in the Pharmacy Office
14.5. Pharmaceutical Merchandising: Offers and Communication	14.6. Advertising and Promotion	14.7. Digitalization of Pharmacy: From 1.0 to 3.0	14.8. Strategic Marketing
14.9. Micromarketing			

Module 15. Sales in the Pharmacy Office

15.1. Psychology and Sales Techniques	15.2. Sales Cycle	15.3. Sales Projections	15.4. Price-Setting Policies
15.5. Types of Products	15.6. Focus on Product Profitability	15.7. Types of Purchases and Clients	15.8. Cross-Selling and Up-Selling
15.9. Challenging Situations	15.10. Digital e-Commerce Management		

Module 16. Communication in the Pharmacy Office

16.1. Concept and Value of Internal Communication	16.2. Communication With Employees	16.3. Conflict Management.	16.4. Leadership and Team Management
16.5. Communication With the Client	16.6. The Image of the Pharmacy Office	16.7. Technical Communication Supports	16.8. Strategies for Acting on Social Media
16.9. Digital Marketing to Attract and Retain Customers			

Module 17. Management of the Professional Services of the Pharmacy Office

17.1. Services That Can Be Developed in the Pharmacy	17.2. Selection and Implementation of Services	17.3. Requirements for Developing the Services	17.4. Offering and Monitoring Services
17.5. Economic Management of Services			

Module 18. Quality Management in the Pharmacy Office

18.1. Quality	18.2. Certification of Quality of the Pharmacy Office	18.3. Total Quality and Strategic Management (TQM)	18.4. Control Points and Improvement Indicators
18.5. Identification of Strategic Niches and Competitive Advantages			
18.6. Control Panel			



07

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments ”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



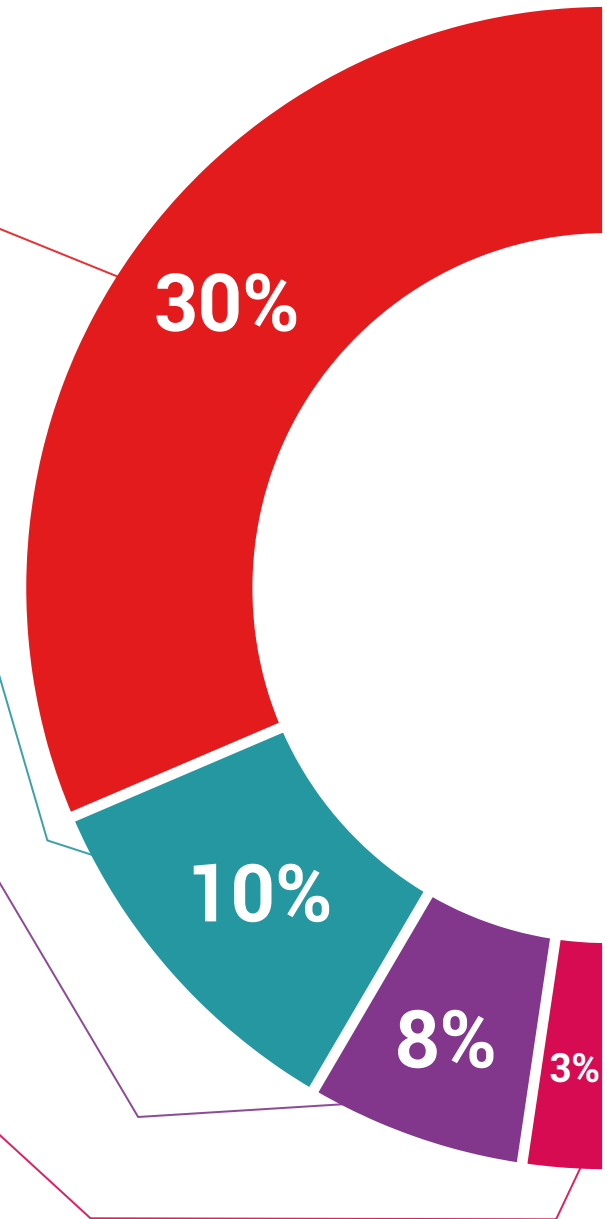
Management Skills Exercises

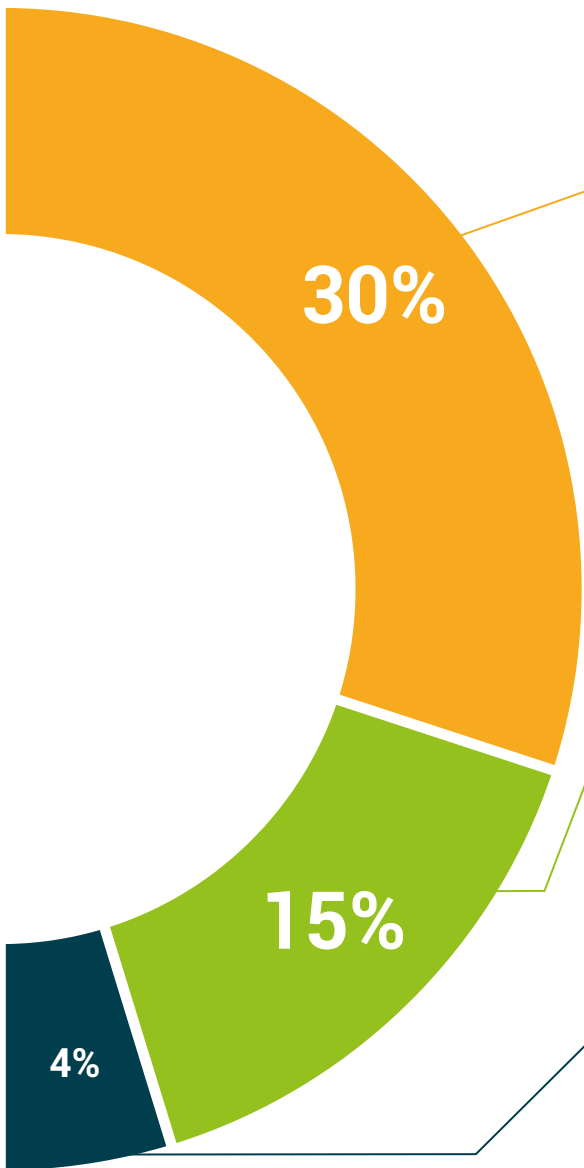
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

The Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration is a program aimed at specialized professionals who want to update their knowledge and advance their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





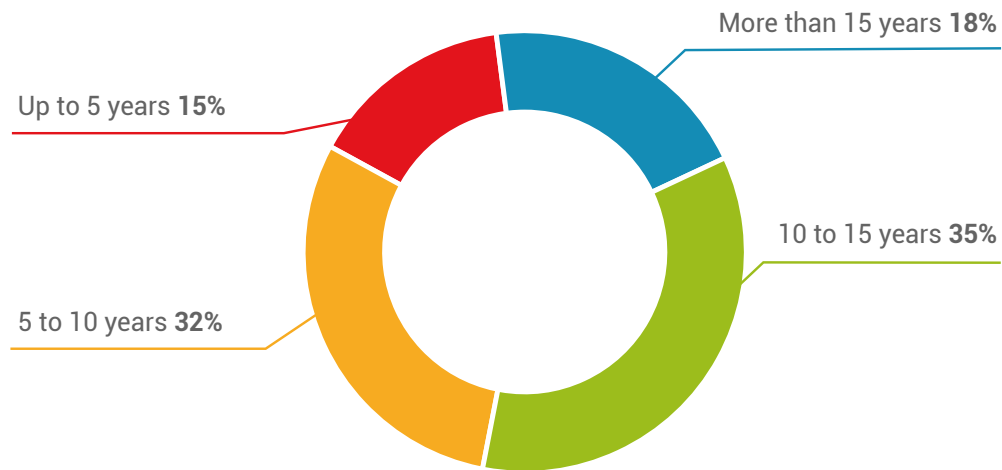
“

Our students are experienced professionals who are looking for a quality specialization in pharmaceutical management”

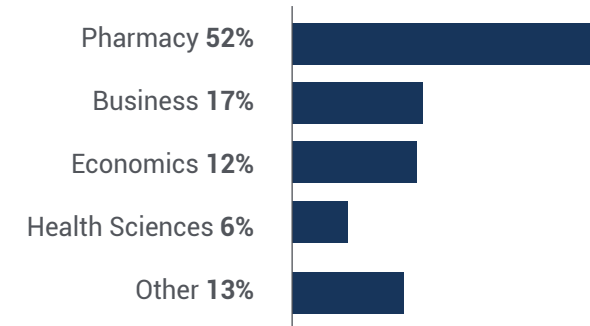
Average Age

Between **35** and **45** years old

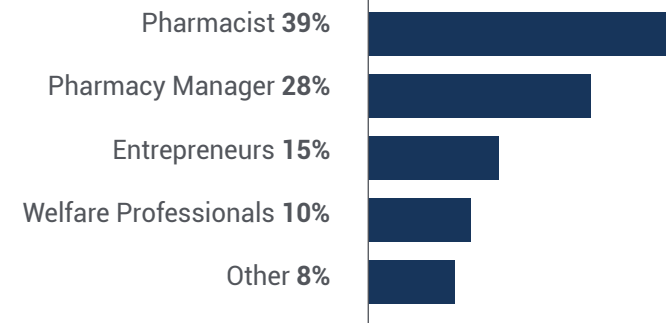
Years of Experience



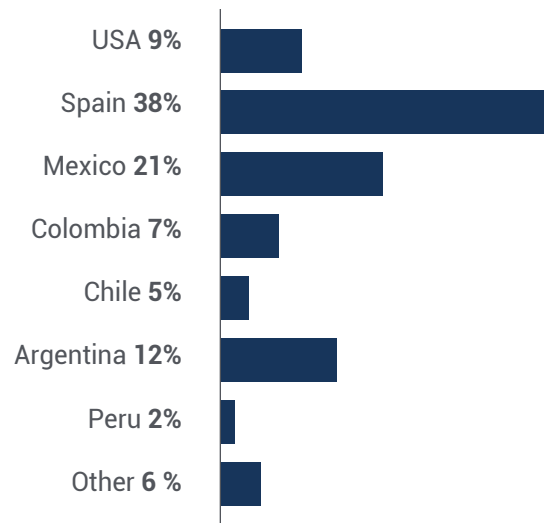
Training



Academic Profile



Geographical Distribution



Marcial Jiménez

Pharmacy Manager

"The management of pharmacy offices requires great specialization, since any error can be detrimental to the health of patients, so it is essential to have extensive knowledge at the pharmaceutical level, but also at the business level. Although the pharmaceutical field is the one I understand the most, I was looking for a refresher program that would help me get up to date in both fields and, fortunately, in this Advanced Master's Degree from TECH I have found everything I wanted: a very complete syllabus and the perfect educational methodology to combine my study and work time"

09

Course Management

The program's faculty includes leading experts in business administration and pharmaceutical management, who bring their years of experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.





“

A teaching staff ready to teach you everything you need to know to be successful in your daily work”

International Guest Director

Internationally recognized for developing innovative solutions during the COVID-19 pandemic, Katherine DeSanctis, Ph.D., is a leading **Pharmacist** specializing in **Operational Management**. Her approach excels in applying **leadership strategies** to train clinical specialists and optimize Pharmacy services in hospital settings.

In this way, she has an extensive career, which has allowed her to be part of renowned health institutions such as the **Mass General Brigham** in the United States. Among her main achievements, she has led the **digital transformation** in institutions to provide quality care to patients in their homes. This has made it possible to improve processes to enhance both efficiency and safety in the distribution of medicines.

In this regard, her work has been recognized on multiple occasions. For example, her management skills in times of crisis earned her an international award in the healthcare industry. Likewise, specialized publications such as *Becker's Hospital Review* have published articles on his work, highlighting her avant-garde mentality.

Among her most notable contributions, she created a **dashboard** during the **SARS-CoV-2** outbreak to foster employee engagement and improve organizational culture. This system improved **employee retention** and increased their motivation to deal with this difficult period.

At the same time, she has combined this facet with her work as a **Clinical Researcher**. Her areas of interest include **pharmaceutical technology**, **drug safety** and **management**. In this respect, she actively collaborates with the Vizient Pharmacy Council. In this way, she shares her solid knowledge on platforms such as YouTube to increase professionals' understanding of areas such as drug preparation, central distribution or perioperative Pharmacies.



Dr. DeSanctis, Katherine

- ♦ Director of Pharmacy Operations at Mass General Brigham, Massachusetts, United States
- ♦ Director of Massachusetts General Hospital
- ♦ Resident in Pharmacy Management in Health Systems at UW Health
- ♦ Doctorate in Pharmacy from University of Illinois at Chicago
- ♦ Master of Science degree from University of Wisconsin-Madison
- ♦ Bachelor of Science degree from Villanova University
- ♦ Member of: American Society of Health-System Pharmacists, Massachusetts Society of Health-System Pharmacists, Vizient Board of Pharmacy

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Ms. Auni3n Lavarías, Mª Eugenia

- ♦ Degree in Pharmacy. University of Valencia
- ♦ Degree in Food Science and Technology. University of Valencia
- ♦ Author of Dietetic Management of excess weight in the Pharmacy Office. Ed. Médica Panamericana 2012
- ♦ Direction of the University Course "Management of Overweight in the Pharmacy Office". University of Barcelona. IL3 Institute for Continuing Education
- ♦ Direction of the University Course "Dermocosmetics in the Pharmacy Office" University of Barcelona. IL3 Institute for Continuing Education



10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. Therefore, they put all their efforts and tools at the student's disposal so that they can acquire the necessary skills and abilities to achieve this change.





“

We put all our resources at your disposal to help you achieve the professional change you desire”

Are you ready to take the leap? Excellent professional development awaits

The Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration from TECH Technological University is an intensive program that prepares you to face challenges and business decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

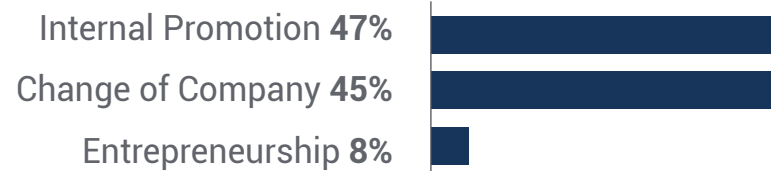
Do not miss the opportunity to take this program with us and get the improvement you were looking for.

A unique program, both for its content and its quality, which will be very useful to develop in this field.

Professional change for our students



Type of change



Salary increase

The completion of this program represents a salary increase of more than 25% for TECH students.



11

Benefits for Your Company

The Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration helps to elevate the organization's talent to its full potential by specializing high-level leaders. Therefore, participating in this academic program will improve not only on a personal level but, above all, on a professional level, increasing training and improving management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

Specialize in TECH and bring to your company a new business vision”

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

12 Certificate

The Advanced Master's Global Degree MBA in Pharmacy Office Management and Administration guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

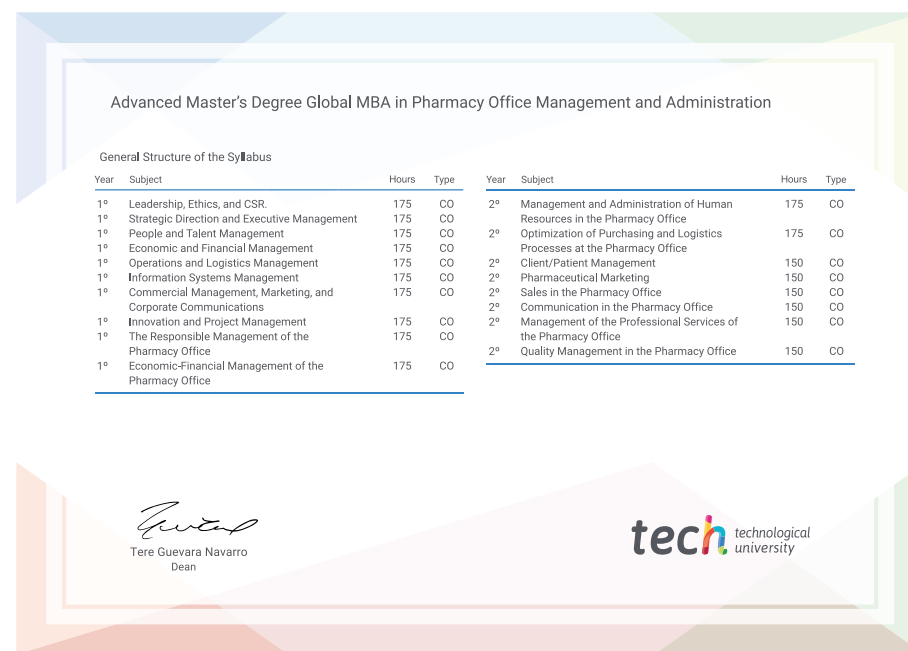
This **Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the **Advanced Master's Degree**, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree Global MBA in Pharmacy Office Management and Administration**

Official N° of hours: **3,000 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



Advanced Master's Degree

Global MBA in Pharmacy
Office Management
and Administration

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Advanced Master's Degree

Global MBA in Pharmacy Office Management and Administration

